



Report to the Auburn City Council

Action Item

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Agenda Item No.

City Manager's Approval

To: Mayor and City Council
From: Robert Richardson, City Manager
Date: November 25, 2013
Subject: Panhandling Solutions Community Campaign Funding Request

The Issue

Shall the City Council provide an additional \$2,500 in funding for the Panhandling Solutions community campaign?

Conclusion and Recommendation

That the City Council provide an additional \$2,500 in funding for the Panhandling Solutions community campaign.

Background

On August 26, 2013 City staff came forward with a request to initiate the Panhandling Solutions campaign and for initial funding of \$2,500 for printed materials. Since that time, the team of City staff and non-profit providers has made dozens of presentations, television/radio interviews, handed out over 10,000 cards and posters, and the accompanying video has had over thirty thousand views. At this juncture, staff has received overwhelming support for the program from impacted businesses and the community at-large. In addition, there has been considerable interest from other northern California cities and non-profit providers to emulate the program.

Currently, staff is distributing the last of its printed materials and sees a good deal of additional demand for the program. At this point, we are enjoying support from the County as the Sheriff's Department has printed cards, Supervisors Montgomery and Holmes are in the process of printing cards and local businesses have done so as well. Through the continued campaign by the City and support from other organizations, the Panhandling Solutions campaign has a very strong possibility of success. Therefore staff is requesting an additional \$2,500 for printed materials to continue our efforts.

Alternatives

Provide a different level of support
Provide no further financial support

Fiscal Impact

\$2,500 from the General Fund

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RESOLUTION NO. 13-
RESOLUTION AUTHORIZING PURCHASE OF ADDITIONAL
PANDHANDLING EDUCATIONAL MATERIALS

THE CITY COUNCIL OF THE CITY OF AUBURN DOES HEREBY RESOLVE:

That the City Council authorizes the City Manager or his designee to purchase additional Panhandling educational materials to inform our citizens and our homeless community about the services available and the issues associated with panhandling. The costs are not to exceed \$2,500.

DATED: November 25, 2013

Kevin Hanley, Mayor

ATTEST:

Stephanie L. Snyder, City Clerk

I, Stephanie L. Snyder, City Clerk of the City of Auburn, hereby certify that the foregoing resolution was duly passed at a regular meeting of the City Council of the City of Auburn held on the 25th day of November, 2013 by the following vote on roll call:

Ayes:
Noes:
Absent:

Stephanie L. Snyder, City Clerk